Marketo

YOUR SAMPLE

SOCIAL EDITORIAL CALENDAR

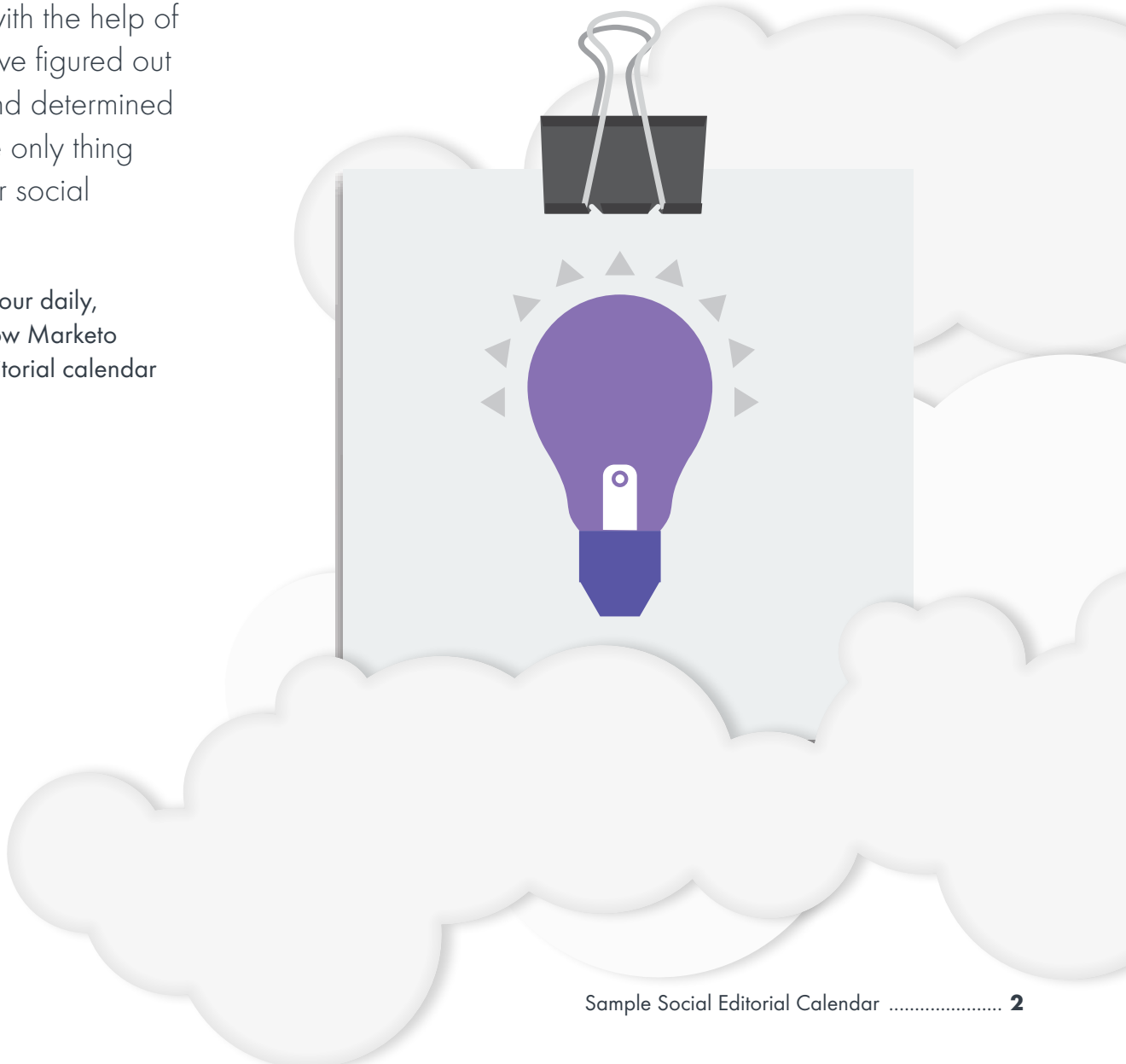
JANUARY

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

INTRODUCTION

So you're revving up your social marketing—with the help of our Sample Social Media Tactical Plan, you've figured out your social objectives, defined your goals, and determined the metrics you'll use to measure success. The only thing missing? A way to map, track, and share your social marketing plan company-wide.

This sample editorial calendar will help you manage your daily, monthly, and yearly marketing on social. Check out how Marketo plans our social content, and then create your own editorial calendar using our handy templates.



WHAT SHOULD I POST?

In our experience, companies tend to have one of two problems with social—either they can't think of anything to post, or they've got so much material that they overwhelm their audience. Regardless of where you fall on the spectrum, the question of what (and how often) to post on social is a *very* important one.

To help you answer the cadence question, we've shared our own posting schedule for each social network. But to figure out the right mix for your own business, you should start with your priorities: what do you hope to accomplish with your social presence?

You probably have several objectives, which might include:

- ☐ Sharing relevant content
- ☐ Showing off your brand's sparkling personality
- ☐ Promoting events
- ☐ Announcing new products
- ☐ Gathering new names for your marketing database
- ☐ Acquiring new customers
- ☐ Building/nurturing relationships with your current audience
- ☐ Increasing traffic to your blog/website/landing pages

At Marketo, we prioritize promotions that our marketing team has specifically requested (see our "Social Request Form" template later in this guide), events that need to be promoted, our daily marketing blog, and our newest educational content.

We also look at each day/week's post as a whole—using our social editorial calendar, we can clearly see if we're over-posting about a certain topic, or failing to support one of our core competencies.

Your editorial calendar should reflect your own priorities—fill them in below:

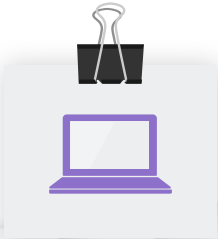
Priority 1: _____

Priority 2: _____

Priority 3: _____

Priority 4: _____

Priority 5: _____



THE 411 RULE

At Marketo, we always aim for the 411 rule on social—we try to post ***four*** educational, entertaining posts for every one "soft promotion" (such as an event promotion) and one "hard promotion" (such as "watch a demo").

We've found that this approach works in email marketing, on our blog, and in social marketing. It lets us engage in conversations with our audience, build awareness, and keep in touch with our followers—without coming across as pushy or sales-y.

So even if one of your top priorities is "announcing new products," we don't recommend tweeting about your new releases all day. Likewise, if you want to acquire new customers on social, it's still not the best venue for advertising deals. You can certainly mention promotions on occasion, but do so with caution. **Your audience's trust—ultimately, your most powerful selling tool—hangs in the balance.**

DEFINING YOUR VOICE

Social is the perfect place to show your brand's human side –you can be conversational, engaging, and even funny (if that aligns with your brand). But while you might adopt a more playful voice on Twitter, and a more professional voice on LinkedIn, consistency is key.

Stephanie Schwab of Social Media Explorer breaks down a brand's voice into four categories: Character/Persona, Tone, Language, and Purpose. Here's her list of attributes for each category–which of these descriptors belong to your brand?

Character/Persona

- ☐ Friendly
- ☐ Warm
- ☐ Inspiring
- ☐ Playful
- ☐ Authoritative
- ☐ Professional

Tone

- ☐ Personal
- ☐ Humble
- ☐ Clinical
- ☐ Honest
- ☐ Direct
- ☐ Scientific

Language

- ☐ Complex
- ☐ Savvy
- ☐ Insider
- ☐ Serious
- ☐ Simple
- ☐ Jargon-filled
- ☐ Fun
- ☐ Whimsical

Purpose

- ☐ Engage
- ☐ Educate
- ☐ Inform
- ☐ Enable
- ☐ Entertain
- ☐ Delight
- ☐ Sell
- ☐ Amplify

DEFINING YOUR VOICE

Once you've defined your voice, you'll want to aim for consistency across your entire company. Here are some strategies we use at Marketo to achieve a consistent voice:

- **Align your writers.** Make sure anyone writing for your brand (whether it's advertising, press releases, ebooks, or blog posts) is closely aligned. Often, this content is all written by the same person. If these functions are handled by multiple people, meet regularly to review and improve.

- **Extend the review process.** At the end of each day, our social team sends their scheduled tweets, Facebook posts, and LinkedIn posts to a cross-functional team of reviewers. This way, members of our PR, demand generation, content, SEO, and PPC teams all have a chance to weigh in. (This is also a great way to catch typos and bad links!)

- **Keep an editorial calendar.** A calendar isn't just for planning out your future social posts—it's also for recording your posts from the past. It isn't easy keeping track of which ebook you've already tweeted about, or which event you've already advertised on LinkedIn, especially if you have multiple people on your team.

SOCIAL PROMOTION REQUEST FORM

At Marketo, we've created a company-wide Social Promotion Request form, which we created in Google Forms. Anyone in the company can request that Marketo post about a particular event, asset, or announcement. Once they fill out the form, the information automatically populates a "Responses" document, which our social team then reviews.

For example, our content team might fill out the form to promote a new ebook, while our events team might request promotion for a speaking appearance. Once a request appears on our Responses document, we add it to our editorial calendar. This gives our social team a "big picture" view of our upcoming posts, and ensures that our important promotions are properly scheduled.

Here's what our form looks like—feel free to tweak for your own company's needs:

What would you like us to promote?:

(Please include any applicable links)

_____

When do you want this promoted?:

(Ex. "3 times in March," "1 week before the event," "1 day before the webinar,")

_____

If you'd like your post to go on Twitter, please write the exact message below:

(Make sure that the messaging in under 140 characters, link included. Don't forget to include Twitter handles or hashtags if applicable.)

_____

If you'd like your post to go on LinkedIn, please write the exact message below:

_____

If you'd like your post to go on Google Plus, please write the exact message below:

(Don't forget to include Google Plus Accounts or hashtags if applicable.)

_____

Anything else we need to know about?

(Please write any comments, details, or notes that we should be aware of.)

_____

INCENTIVIZE SHARING

Whether there are five or 500 employees at your company, you should make them a part of your social strategy. Research has shown that people trust their friends and families more than brands on social, and most employees at your company will have a social network to leverage.

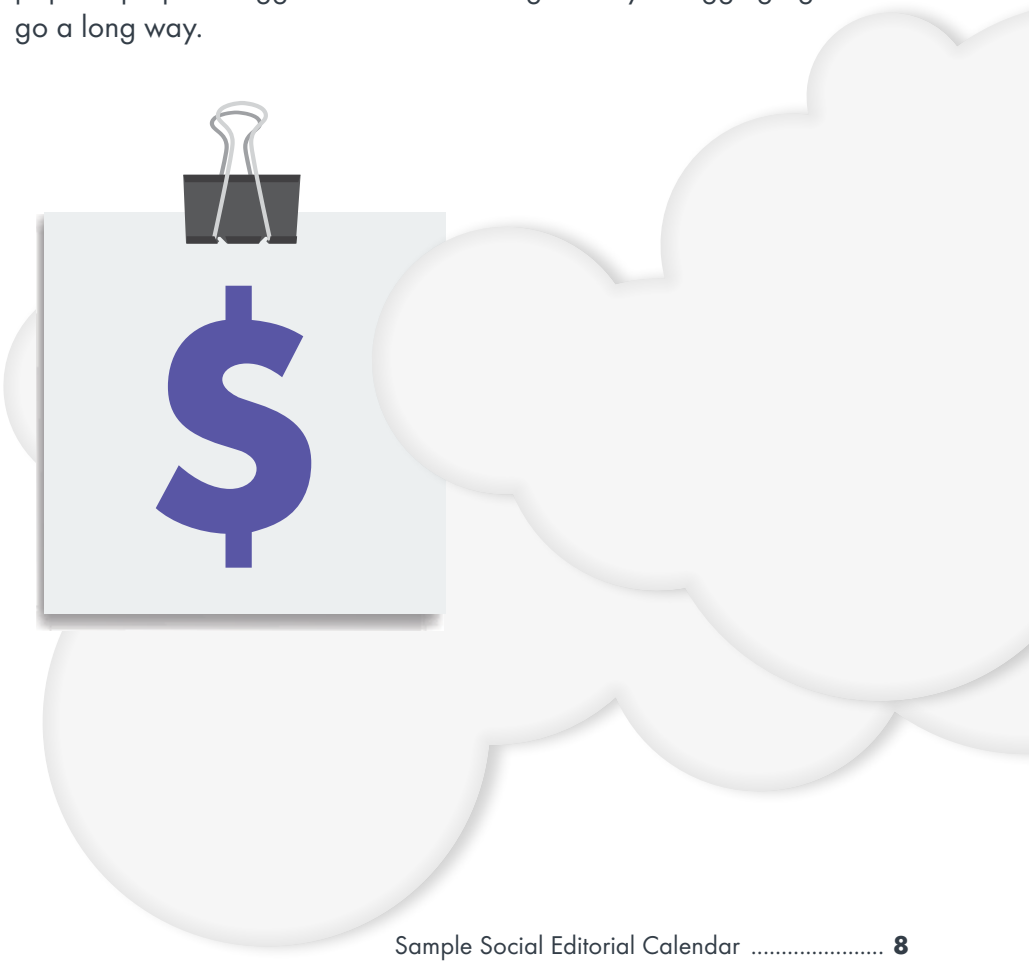
Encourage your teammates to share your messaging in the same way you'd encourage your audience:

1. **Make it as easy as possible, removing any potential roadblocks**

2. **Offer an incentive for doing so**

We recommend using a tool like GaggleAmp, which allows you to pre-load messaging for members to share—once an employee has synced her social profiles, she can either allow GaggleAmp to post messaging automatically, or she can pick and choose which messages to share. Either way, it makes the process as easy as clicking "yes" or "no."

We also recommend you incentivize social sharing, whether you use a gamification system, offer prizes, or post a simple leaderboard. GaggleAmp allows employees to rack up points for every social post, and then trade those points for prizes. At Marketo, we sweeten the pot with prizes like branded hoodies, water bottles, and our surprisingly popular purple Snuggies. But no need to get fancy—bragging rights go a long way.



CREATE YOUR SOCIAL EDITORIAL CALENDAR:

ON YOUR BLOG

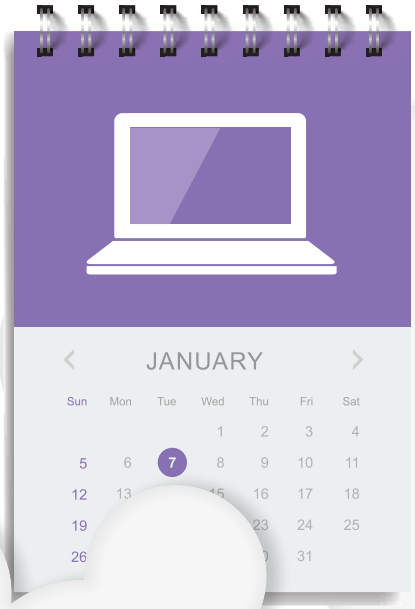
One of the golden rules of blogging is "Don't bite off more than you can chew." If you update your blog inconsistently, your audience won't know when to expect new content, and they'll inevitably feel frustrated when you haven't added anything new.

Of course, some weeks you'll have a dozen things to write about; other weeks you'll have none. Creating an editorial calendar for your blog will help you maintain a consistent cadence. If you have more material than usual, you can just pop it on next week's calendar. If you notice the calendar for the coming week is light, you can gather some new material with time to spare.

A calendar also helps you map time-sensitive content ahead of time. We keep our content, social, and PR teams closely aligned, so that blog posts containing new announcements, releases, or awesome new content assets are firmly on the calendar weeks in advance. At the end of each week, we send around the blog topics for the following week—this way, any "last minute" changes aren't actually at the last minute.

Here's how a typical week of blog posts looks at Marketo:

- **MONDAY:** New asset promotion
- **TUESDAY:** Post about best marketing practices
- **WEDNESDAY:** Partner post
- **THURSDAY:** Post about best practices
- **FRIDAY:** Fun, lighter post



CREATE YOUR SOCIAL EDITORIAL CALENDAR:

ON YOUR BLOG

Fill in the following information on the next page to build your own blogging calendar:

1. Who will contribute content to your blog? (Check all that apply)

   - ☐ Our content marketing team
   - ☐ Our PR team
   - ☐ Our marketing team
   - ☐ Other teams within our organization
   - ☐ Our partners
   - ☐ Our customers
   - ☐ Industry experts/thought leaders

2. Who will be responsible for editing each blog post, to ensure consistency /accuracy/quality?

   _____

3. Who will need to give final approval on each blog post before it's published?

   _____

4. How many times, per week, will you blog?
   (We recommend you post at least 3 times per week)

   _____ times per day

   _____ times per week

5. List any upcoming releases, company/industry events, announcements, or content assets you will want to promote on your blog (If applicable, sync with your PR, content, social, and product teams to determine this):

   _____
   _____
   _____
   _____
   _____
   _____
   _____

6. List any holidays, national/international events (i.e. The Academy Awards, The Super Bowl, etc.) that you'd like to create blog posts about:

   _____
   _____
   _____
   _____
   _____
   _____

CREATE YOUR SOCIAL EDITORIAL CALENDAR:

ON FACEBOOK

Facebook is one of our favorite social marketing networks. With over 1.32 billion active users, it's practically guaranteed that your audience (or a segment of it) is on Facebook as well. We recommend posting to your Facebook page no more than twice per day—most people get annoyed when a close friend floods their Facebook feed, never mind a company.

But even though we aim to post only twice daily, our social team tends to have Marketo's Facebook page open all day long. That's because if your audience is engaging with you, via comments, likes, shares, and messages, it's important that you join the conversation. If someone has a question or complaint, you want to be on hand to address it immediately. (Also, an unfortunate truth is that visitors may use Facebook as an opportunity to post inappropriate or offensive content to your feed—if you aren't monitoring closely, you might not "hide" the post from your feed in time.)

As with your blog, it's important that your Facebook posts contain a healthy mixture of educational, fun, and entertaining content. Again, aim for the 411 rule—**only a third of your content, at most, should be promotional.**

To help us schedule content ahead of time, and to give our audience an idea of what to expect each week, we repeat themed posts on certain days of the week. Of course, these mini-themes align with our overall theme—marketing!

For example, on Monday, we post a "Motivational Monday" quote to inspire our audience for the week; on Wednesday, we post a "Hump Day HAHA"—a clever marketing campaign to lighten up the mid-week doldrums. On Friday, we post "Flashback Friday" images of classic marketing campaigns from the past.

CREATE YOUR SOCIAL EDITORIAL CALENDAR:

ON FACEBOOK

There are plenty of ways to plan out themes—you might decide to post about new releases on the first Monday of the quarter, or answer audience questions every Wednesday.

Do a quick brainstorm with your team, and list some ideas for repeating themes below:

1: _____

2: _____

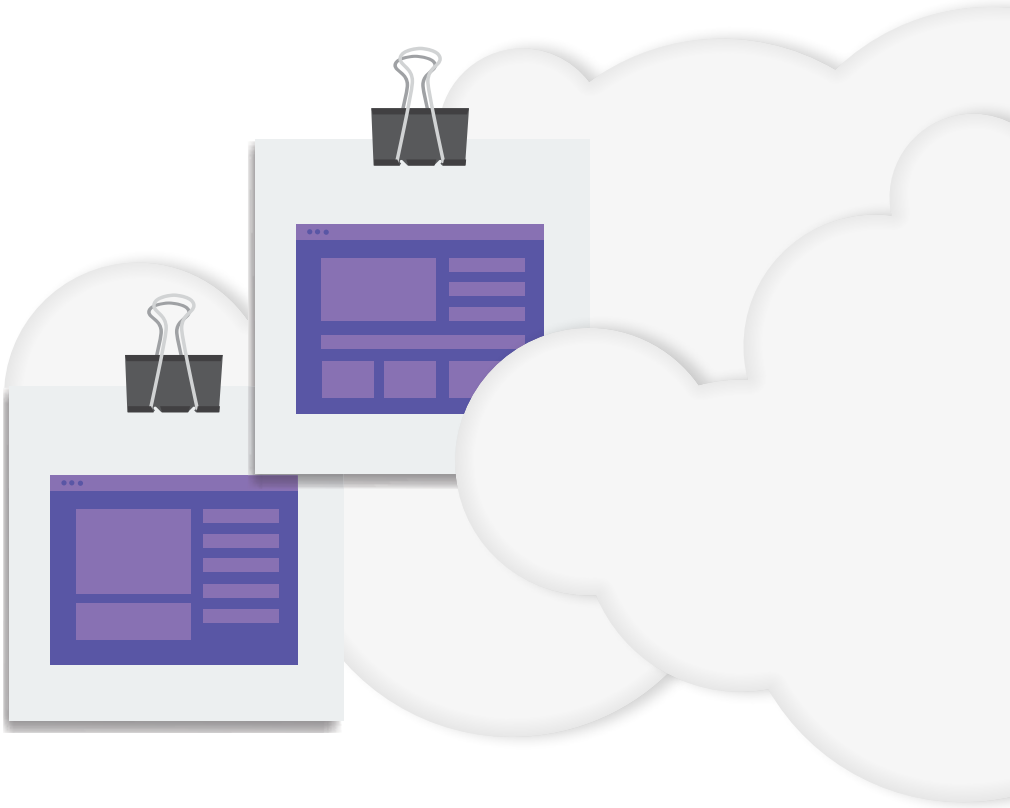
3: _____

4: _____

5: _____

Lastly, don't forget to take advantage of your other Facebook real estate—your cover photo and profile picture. We have a great cheat sheet about leveraging these highly visible (and free!) areas of your profile.

Added bonus for marketing automation users: The best solutions allow you to publish multiple landing pages directly to Facebook. Rather than redirecting Facebook visitors to your website, these pages allow you to gather data from customer behavior on Facebook—in the same way that you can gather data from a page built on your marketing automation platform.



CREATE YOUR SOCIAL EDITORIAL CALENDAR:

ON FACEBOOK

Here's how a typical week of Facebook posts looks at Marketo:

COVER PHOTO: Marketing Nation Roadshow promotion

MONDAY:

2 FB posts

- ✓ 1 blog promotion
- ✓ 1 "Motivational Monday" post

TUESDAY:

2 FB posts

- ✓ 1 blog promotion
- ✓ 1 new asset promotion– Pin for the Win

CREATE YOUR SOCIAL EDITORIAL CALENDAR:

ON FACEBOOK

WEDNESDAY:

1 FB post

✓ 1 "Hump Day Joke" post

THURSDAY:

1 FB post

✓ 1 blog promotion

FRIDAY:

2 FB posts

✓ 1 blog promotion

✓ 1 "Flashback Friday" post

CREATE YOUR SOCIAL EDITORIAL CALENDAR:

ON FACEBOOK

Fill in the following information to build your own Facebook calendar:

1. Who will be responsible for posting and monitoring your Facebook page?:

_____

2. How many times per day will you post?
(We recommend you post 1–2 times per day)

_____ times per day

- ☐ Monday through Friday
- ☐ Seven days a week
- ☐ Other _____

3. List any upcoming releases, company/industry events, announcements, or content assets you will want to promote on Facebook (If applicable, sync with your PR, content, social, and product teams to determine this):

_____
_____
_____
_____
_____
_____
_____

4. List any holidays, national/international events (i.e. The Academy Awards, The Super Bowl, etc.) that you'd like to post on Facebook about:

_____
_____
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_____
_____
_____

CREATE YOUR SOCIAL EDITORIAL CALENDAR:

ON TWITTER

Unlike Facebook, you can post to Twitter many times a day—in fact, we recommend posting roughly once per hour. If that sounds time-consuming...it is. That's why we highly suggest using a tool that allows you to pre-schedule your tweets. Hootsuite, Buffer, and Oktopost are all inexpensive choices which allow you to both monitor and schedule your posts.

But just because you can tweet frequently doesn't mean you can afford to be self-promotional—keep the 411 rule firmly in mind. Take advantage of the variety of ways you can engage your audience on Twitter. You'll want to be continually "favorite"-ing, retweeting, and responding to tweets from your audience. We always schedule at least one tweet per day linking to an awesome article or study (one not written by us), and typically retweet external links throughout the day.

Just like on Facebook, your profile picture and cover image are great places to advertise special events, promotions, new content, and more. We typically adjust our cover image depending on our biggest upcoming event, as shown below. (Note: to give all of our social channels consistency, our Twitter cover image is the same as our Facebook cover image.)

CREATE YOUR SOCIAL EDITORIAL CALENDAR:

ON TWITTER

Here's a typical list of scheduled daily posts on Twitter—at the end of the day, we would send this around to the whole team for feedback. You'll notice that our Twitter posts are aligned with our posts on Facebook—for instance, on Monday we tweet about Motivational Monday, and we use both profiles to direct traffic to our blog.

While this schedule was made in Hootsuite, which we use to schedule/manage posts, you can plan your tweets ahead of time without additional tools. Just make sure your message is below 140 characters (including the link), uses relevant hashtags, and includes an image if possible.

Monday, Aug 4	
5:30am	We hope you had a great weekend! Happy Monday to you all & here's a quote to get you #motivated for the week! by Marketo
6:45am	Come visit Marketo at booth 33 at the #eduWeb14 conference starting today in Baltimore! by Marketo
9:30am	It's the age of #visual #content! Are you ready to take advantage of its appeal? Get started here: http://ow.ly/zQnWu by Marketo
9:45am	You can't do everything at once, so what should you do first? Perform #marketing triage on your projects in 3 steps: http://ow.ly/zQpt1 by Marketo
11:00am	Marketo makes #leadnurturing easy to understand! Download the informative and practice Definitive Guide now: http://ow.ly/zQt0l by Marketo
12:45pm	It IS possible to create awesome #content on a budget! This ebook will explain how to leverage limited resources: http://ow.ly/zQHyt by Marketo
1:45pm	Choosing the right #marketingautomation partner can be confusing. Gain confidence with this webinar: http://ow.ly/zQFIR by Marketo
2:45pm	Want to get with the "in crowd" of #digital influencer #marketing? Use the 3 R's! http://ow.ly/zQLhG by Marketo
3:30pm	Fill your #marketing team with ROCKSTARS! Here's how: http://ow.ly/zQFuE by Marketo
4:30pm	Marketo agrees that when it comes to audience #engagement, #webinars still reign supreme - via @Salesfusion: http://ow.lu/zQEHM by Marketo

CREATE YOUR SOCIAL EDITORIAL CALENDAR:

ON TWITTER

Fill in the following information to build your own Twitter calendar:

1. Who will be responsible for posting to and monitoring your Twitter page?

_____

2. Who will be sent the next day's scheduled tweets for review?

_____

3. How many tweets, per day, will you schedule?
(We recommend you post 10 times per day)

_____ times per day

- ☐ Monday through Friday
- ☐ Seven days a week
- ☐ Other _____

4. List any upcoming releases, company/industry events, announcements, or content assets you will want to promote on Twitter (If applicable, sync with your PR, content, social, and product teams to determine this):

_____
_____
_____
_____
_____
_____
_____

5. List any holidays, national/international events (i.e. The Academy Awards, The Super Bowl, etc.) that you'd like to tweet about:

_____
_____
_____
_____
_____
_____

CREATE YOUR SOCIAL EDITORIAL CALENDAR:

ON LINKEDIN

Because LinkedIn is a professional networking site, we typically use it to post links to articles and blog posts, new educational content, and upcoming events. Unlike Twitter, which is highly interactive (and therefore time-consuming to maintain), or Facebook, which is best for fun/entertaining content, LinkedIn is the most "serious," straight to the point social network. It's also a powerful recruiting tool—you can post job openings on LinkedIn, and it's probably one of the first thing potential employees check out.

We also recommend building LinkedIn "Groups" around your company's specializations and core competencies. Encourage customers to use this as a forum for discussions and assign someone to monitor your group. The monitor should post responses and keep the conversation going.

If you don't have the bandwidth to build your own, become an active participant in established Groups that speak to your core audience. Make a list of keywords that relate to your prospects or the industries you target, and run a search for any LinkedIn Groups related to these keywords. Once you find the right groups, participate in discussions, ask questions and make connections.

LinkedIn followers aren't likely to check your page as often as Facebook or Twitter, but we generally post to our LinkedIn page 1–2 times per day.

CREATE YOUR SOCIAL EDITORIAL CALENDAR:

ON LINKEDIN

Fill in the following information to build your own LinkedIn calendar:

1. Who will be responsible for posting to and monitoring your LinkedIn page?

_____

2. What Group(s) will you create on LinkedIn, and who will monitor them?

_____

3. Which established Group(s) will you join, and who will participate in them?

_____

4. How many times per day will you post to LinkedIn?
(We recommend you post 10 times per day)

_____ times per day

- ☐ Monday through Friday
- ☐ Seven days a week
- ☐ Other _____

5. List any upcoming releases, company/industry events, announcements, or content assets you will want to promote on LinkedIn. (If applicable, sync with your PR, content, social, and product teams to determine this):

_____
_____
_____
_____
_____
_____
_____

6. List any holidays, national/international events (i.e. The Academy Awards, The Super Bowl, etc.) that you'd like to post to LinkedIn about:

_____
_____
_____
_____
_____
_____

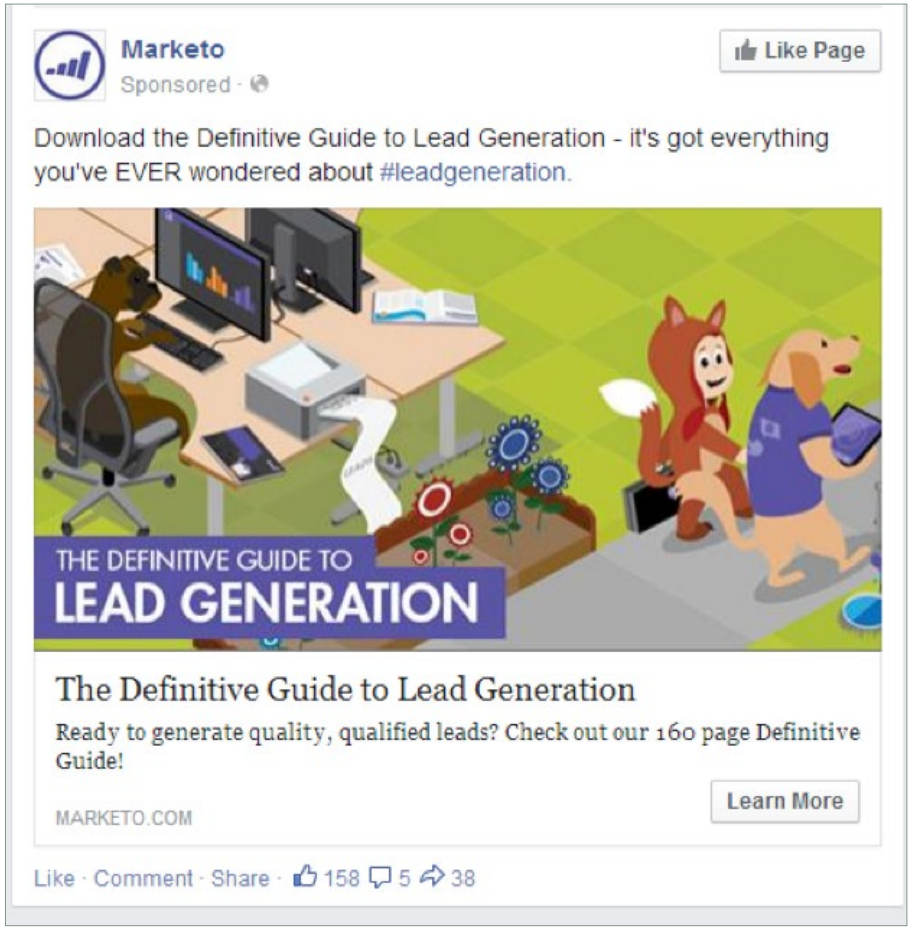
PAID PROMOTIONS

Marketers often talk about two kinds of social traffic—"paid" and "organic." Organic traffic is the kind you naturally earn when you post relevant, high-quality content and work hard to engage your audience. Paid traffic is earned when you take that same high-quality content, and pay to improve its chances of being seen.

At Marketo, we put a portion of our marketing budget behind paid promotions on all of our social channels—as sponsored posts on Facebook, Twitter, and LinkedIn. These networks charge based on audience interactions with your posts—the more successful your ads are, the more they charge. That means it's important to be strategic with your ad placement, and to check in on their progress regularly.

We always have a variety of paid campaigns running, but generally speaking, we refresh our Facebook ads every two-to-three months, our LinkedIn ads every two weeks, and our Twitter ads every two weeks. Of course, this depends on how well our audience is engaging—if you're reaching the end of your budget, you'll need to either allocate more money or pull the ad.

To determine how effective a campaign is, we recommend taking the long view—are your impressions/click-through rates/conversions dropping? If an ad isn't getting enough traction, you might want to switch it out ahead of schedule.



SOCIAL MEDIA DAILY CHECKLIST

Social marketing has a lot of moving parts. Print out or copy this checklist to make sure you're completing the necessary daily tasks:

- [ ] **Check any incoming tweets/FB comments/LinkedIn mentions from yesterday**.
  - [ ] Refer any support questions to the appropriate team
  - [ ] Reply to any comments
  - [ ] "Like," "favorite," or "re-tweet" where appropriate
- [ ] **Check for friend requests and new followers, accept and follow back where appropriate.**
- [ ] **Double-check the tweets/posts you scheduled last night.**
  - [ ] Check for relevance (situations can change overnight!)
  - [ ] Check all links
  - [ ] Check for typos

- [ ] **Check for new social promotion requests from your team, whether this is done via a dynamic form or an email alias.**
- [ ] **Check your paid promotions.**
  - [ ] Are you still within your budget?
  - [ ] Is your audience engaging?
- [ ] **Check your editorial calendar and colleagues to confirm any events, industry news, or announcements you'll need to monitor.**
- [ ] **Send tomorrow's tweets, Facebook posts/LinkedIn posts around for review.**
  - [ ] Check all links
  - [ ] Check for typos
  - [ ] Check your tracking parameters
    (if using marketing automation or tracking platform to collect data)

Marketo (NASDAQ: MKTO) provides the leading marketing software for companies of all sizes to build and sustain engaging customer relationships. Spanning today's digital, social, mobile and offline channels, Marketo's® customer engagement platform powers a set of breakthrough applications to help marketers tackle all aspects of digital marketing from the planning and orchestration of marketing activities to the delivery of personalized interactions that can be optimized in real-time. Marketo's applications are known for their ease-of-use, and are complemented by the Marketing Nation™, a thriving network of more than 250 third-party solutions through our LaunchPoint™ ecosystem and over 40,000 marketers who share and learn from each other to grow their collective marketing expertise. The result for modern marketers is unprecedented agility and superior results. Headquartered in San Mateo, CA with offices in Europe, Australia and a joint-venture in Japan, Marketo serves as a strategic marketing partner to more than 3,000 large enterprises and fast-growing small companies across a wide variety of industries. For more information, visit marketo.com.

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